

Degree	Type	Year	Semester
2501572 Business Administration and Management	OT	4	0

## Contact

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## Use of languages

Principal working language: spanish (spa)

Some groups entirely in English: Yes

Some groups entirely in Catalan: No

Some groups entirely in Spanish: No

## Prerequisites

There are not specific requirements.

It is recommended to have knowledge of marketing and a high willingness to learn about strategies, issues and activities related to the management of distribution channels at any format, anywhere.

Without being rigorous and as a first look about it, correspond to the deepening of the "p" of Place in the 4 traditional Marketing ones.

## Objectives and Contextualisation

At the end of the course the student should be able to:

- Understand the main concepts and terminology distribution management
- Formulate strategies for the distribution management
- Identify the relationships of exchange and improved business practices and management among the members of channel.

At the end of the course the student should know:

- Analyze situations of distribution management and learn to make decisions about distributors behavior
- Assess the importance of long term relationships with clients and designing collaborative systems
- Relate the different areas of the company with the focus on results orientation with the best use of distribution channel.

## Skills

- Apply theoretical knowledge to improve relations with clients and suppliers, identifying the advantages and disadvantages of those relations for both sides: company and client or supplier.
- Capacity for adapting to changing environments.
- Capacity for independent learning in the future, gaining more profound knowledge of previous areas or learning new topics.
- Capacity for oral and written communication in Catalan, Spanish and English, which enables synthesis and oral and written presentation of the work carried out.
- Demonstrate initiative and work individually when the situation requires it.
- Demonstrate knowledge of the processes for the implementation of company strategies.
- Organise the work in terms of good time management, organisation and planning.

- Select and generate the information necessary for each problem, analyse it and take decisions based on that information.
- Take decisions in situations of uncertainty, demonstrating an entrepreneurial and innovative attitude.
- Transmit company, department or work objectives clearly.
- Value ethical commitment in professional practice.
- Work well in a team, being able to argue proposals and validate or reject the arguments of others in a reasoned manner.

## Learning outcomes

1. A capacity of oral and written communication in Catalan, Spanish and English, which allows them to summarise and present the work conducted both orally and in writing.
2. Apply the concepts of strategic marketing to achieve market-oriented organisation.
3. Assess ethical commitment in professional activity.
4. Assess the importance of long-term commercial relationships with clients (relationship marketing).
5. Assess the main marketing concepts and tools.
6. Capacity to adapt to changing environments.
7. Capacity to continue future learning independently, acquiring further knowledge and exploring new areas of knowledge.
8. Demonstrate initiative and work independently when required.
9. Establish strategies of innovation and development of new products.
10. Evaluate the major concepts and tools of communication (offline and online).
11. Formulate and design different strategies of growth and differentiation.
12. Identify the differences in the marketing applied to different economic sectors or types of organisations.
13. Identify the different elements making up a marketing plan, and draw up a marketing plan.
14. Identify the different elements that make up a communication plan and develop a communication plan.
15. Make decisions in situations of uncertainty and show an enterprising and innovative spirit.
16. Organise work, in terms of good time management and organisation and planning.
17. Perform an analysis of the market and of competitive structures, and determine a strategic diagnosis for the company.
18. Recognise the different directions a company can adopt.
19. Select and generate the information needed for each problem, analyse it and make decisions based on this information.
20. Translate strategic goals into specific marketing-mix programmes.
21. Translating strategic objectives into concrete programs of communication.
22. Understand the importance of strategic marketing as a source of competitive advantages for the organisation.
23. Work as part of a team and be able to argue own proposals and validate or refuse the arguments of others in a reasonable manner.

## Content

### 1. INTRODUCTION

1. Course contents. Definition of Channel Distribution
2. Strategic importance of the distribution. The channel flows
3. Organization for commercial distribution. Vertical and horizontal systems
4. Ongoing changes: growth, competition, increase the weight of retail, ICT, relationships in the supply chain, the ECR

### 2. TRADE AND DISTRIBUTION: ECONOMIC ANALYSIS

1. The market: relevant figures and data elements
2. Economic justification of the distribution and profitability criteria. Examples of control: the DPP
3. Distribution functions (wholesale, retail)
4. Forms and retail formats with and without establishment

### 3 . DISTRIBUTION ENVIRONMENTS

1. Conflict and Power: what are the requirements
2. Demand (consumers). Analysis of the buying process and consumer behavior in the changing environment
3. Technologies and control procedures: Planning, Management, CRM
4. Legal and institutional environment
5. Distributive market structures: Designing the distributive system

### 4. ORGANIZATION OF DISTRIBUTION SYSTEMS

1. Understanding the customer and services
2. Assortment and merchandising. Category management.
3. Price and profitability. Location
4. Own distribution methods and ways to reach the market
5. Channel loyalty
6. Strategic use of the brand

## Methodology

Case Studies, Lectures, debates, in class activities, seminars. Those are the main methodology examples used in this course. Proactive student participation is considered a plus and therefore it is encouraged by the professor

## Activities

Title	Hours	ECTS	Learning outcomes
<b>Type: Directed</b>			
In class activity	45	1.8	9, 11, 17, 18
<b>Type: Supervised</b>			
Press Seminar	5	0.2	6, 8, 14, 16, 21, 23, 10
<b>Type: Autonomous</b>			
Relationships within the channel - study hours	96	3.84	4

## Evaluation

Attendance and participation in class. (maximum absences: 3) - 10%  
Press seminar and debate: individual and in groups -10%  
Final course assignment (in groups) - 20%  
Final exam - 60%

Notes: The grade exam must be 4.50 or more. All activities are MANDATORY. Otherwise you get a non pass

Attendance and participation: the total weight of the final is 10%. More than 3 absences are not accepted.  
There are 4 mandatory days: 2 press seminar, 1 assignment and 1 the final exam

Press seminar is explained herewith and course assignment will be explained at the beginning of the course

SEMINAR PRESS (two sessions)

1 - Individual work: Students must individually seek at media or any source of information a news that refers to

the distribution channels and it has been published over the last 4 months. The scope can be local or international, must choose one that you find interesting or relevant on the issue of Distribution Management. (See list of possible topics at the end)

Using the chosen news, the student must write a summary of 300-400 words (more than half a page) that is included:

- 1 - Article Title
- 2.- Content summary
- 3.- Personal reasons for choosing it and how it relates to the distribution
- 4 - Source and date

The day of the seminar each student individually will make a brief statement explaining the content of what you have written and the document itself will be delivered to the teacher.

2 - Group work. Team groups Students will produce a document assessment of the previous session, including:

- 1 - Overall rating the session and its development
- 2 - Summary of the session by a typology of issues addressed
- 3 - Election Article submitted as the more interesting related to the Distribution Channel debate and to the audience, including the justification for this choice

The teacher will randomly select one or more groups and there will be a discussion on the above points.

List of possible topics:

- News about store implementations (merchandising)
- News about changes (eg success or failure) of companies retail distribution
- News about new openings, investments, etc. and their impact on the territory and competition
- News about relationships between distribution companies and manufacturer companies
- News about companies adapting to changes in consumer
- News on the impact of technological change on the distribution and communications
- News about activities of antitrust, trade protection, legislative changes done by any public administration in relation to distribution channels
- News about activities of organizations, associations, institutions, lobbies, etc. .. Trading and distribution

## Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
attendance	10	0	0	6, 1, 7, 8, 22, 11, 14, 12, 16, 15, 18, 19, 21, 23, 3, 10, 5, 4
individual work	10	2	0.08	9, 11, 17, 18
Press seminar - Individual and team work	20	2	0.08	2, 9, 11, 13, 17, 18, 20

## Bibliography

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CHETOCHINE, G.: "Marketing estratégico de los canales de distribución" Ed. Granica.

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QUINN, Feargal. "Crowing the Customer (how to become Customer- Driven)" The O'Brien Press. Dublín, 1990

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VÁZQUEZ CASIELLES, R. y TRESPALACIOS, J.A.: "Estrategias de distribución comercial, Diseño del canal de distribución y relacion entre los fabricantes y detallistas" Ed. Thomson, Madrid, 2006 (\*\*)

Revistes: Alimarket, Aral, Distribución Actualidad, Distribución y Consumo